



Atul Vashistha
Founder & Chairman, Neo Group

Atul is the Founder and Chairman of Neo Group, a firm he founded in 1999. Neo is recognized as a leading global services and sourcing data, analytics, monitoring and advisory firm. Atul is also the CEO of SourcingBoard.org, a buyers-only curated peer network for leaders who source technology and technology-enabled services.

Prior to founding Neo, Atul was Senior Vice President of International at Cardinal Health where he led the international operations of the Fortune 25 Company. Atul and his seasoned team at Cardinal expanded profitable operations to Australia, New Zealand, Spain, UK, Singapore, Brazil, Mexico, Japan and other global locations. More importantly, his in-depth international experience earned him the admiration and respect of global CEOs and investors.

Atul is recognized globally as one of the leading experts on globalization, sourcing and governance. Consulting Magazine named Atul as one of the “Top 25 Most Influential Consultants” and “Top 6 IT Powerbrokers”. Globalization Today recognized Atul as an Industry Most Influential Powerhouse 25. Near Shore Americas recognized him as one of the Power 50. Neo Group has also been recognized multiple times as one of World’s Best Advisors by IAOP.

Atul is the author of three books: *Globalization Wisdom*, *Outsourcing Wisdom*, and *The Offshore Nation*. Atul also writes ongoing columns for Outsourcing, Global Decisions, Pulse and Global Services.

Media and Wall Street analysts at CNN, ABC, CNBC, Wells Fargo, Goldman Sachs, Fortune, Forbes, Business Week, Wall Street Journal, Investors Business Daily, Economist, CIO, CFO and other global organizations seek Atul’s expert opinion. Atul continues to be a vocal proponent of globalization and has taken on the critics, such as Lou Dobbs and his former “Exporting America” segment on CNN. He is also a frequent contributor to other magazines such as Fortune, CFO, WSJ and Business Finance.

He serves on the Boards of US Department of Defense’s Defense Business Board, LatAm Alliance, Sourcing Industry Group, Shared Assessments, and IAOP. Atul is a Former Chair of YPO Norcal and current member of the Northern California Young Presidents’ Organization Gold. He also supports numerous economic development, youth development, and corporate social responsible initiatives such as Echoing Green, GreenStart, World Education Foundation, One Girl and Jnana Mandira.

Atul and his firms are redefining how nations, corporations and individuals can leverage the globalization of talent mega-trend to build better futures for all.